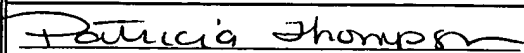


CERTIFICATION UNDER 37 CFR 1.10

I hereby certify that this New Application Transmittal and the documents referred to as enclosed therein are being deposited with the United States Postal Service on this date Oct. 22, 2003 in an envelope as "Express Mail Post Office to Addressee" Mailing Label Number EV 221488831US addressed to the: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Patricia Thompson
(Type or print name of person mailing paper)

(Signature of person mailing paper)

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of :
Roye, Steven :
Serial No. : Group Art Unit:
Filed: October 22, 2003 : Examiner:
Title: METHOD AND APPARATUS FOR :
DETERMINING POSITIVE AUDIENCE
RESPONSE

REQUEST FOR EARLY PUBLICATION OF PATENT APPLICATION

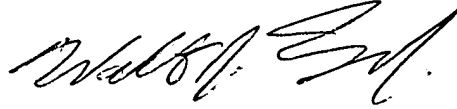
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir or Madam:

Enclosed please find a credit card authorization in the amount of \$721.00, which includes the \$300.00 fee for early publication of the included patent application, (the other \$421.00 is for the basic filing fee) referred to above. Please publish the included patent application immediately, under 37 C.F.R. 1.219 (re early publication).

Please charge account No. 20-0437 for any deficiency.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Walter J. Tencza Jr.", written in a cursive style.

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